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**From:** Carlin, Jayne  
**To:** Rueda, Helen; Henning, Alan; Flahive, Katie; Parry, Roberta  
**CC:** Wu, Jennifer  
**Sent:** 6/16/2014 5:54:22 PM  
**Subject:** Oregon Ag - Strategic Implementation (limited, belated proactive approach)

Found this old email in the FOIA box. Thought it might be of interest to you.

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<http://www.epa.gov/r10earth/tmdl.htm>

**From:** Waye, Don  
**Sent:** Monday, August 19, 2013 9:14 AM  
**To:** Henning, Alan; Carlin, Jayne; Wu, Jennifer; allison.castellan@noaa.gov; Flahive, Katie  
**Subject:** Oregon Ag - Strategic Implementation (limited, belated proactive approach)

From ODA's Director, Spring 2013 Ag Quarterly:  
[http://www.oregon.gov/ODA/Pages/news/pub\\_1304aq.aspx](http://www.oregon.gov/ODA/Pages/news/pub_1304aq.aspx)

I highlighted a few key sentences.

Director's Column



Last summer, I delivered a call to action for Oregon's farmers, ranchers, and other landowners to pay attention to water quality issues. ODA's Agricultural Water Quality Management Program was beginning to consider potential changes in how it operates. We wanted to know if an alternative to the predominantly complaint-based program could be developed that would provide a more strategic and effective compliance effort. We asked landowners for input. We involved the State Board of Agriculture for guidance. We enlisted the help of traditional partners like the Oregon Association of Conservation Districts (OACD), the Soil and Water Conservation Commission (SWCC) and individual soil and water conservation districts. This spring, I can tell you that changes are in the works. They can be summed up in two words— "strategic implementation."

Those words should be encouraging, not intimidating. The old process of responding to water quality complaints may have been effective during its time, but the issues have evolved and so must the program. Our Agricultural Water Quality Management Program has an opportunity to improve its effectiveness by being strategic. A resolution recently

passed by the Board of Agriculture supports a “full suite of tools necessary to pursue the state’s water quality goals that includes continuing complaint-based inspections, undertaking agency-initiated site inspections, and focusing strategic implementation in small geographic areas.”

In the days ahead, ODA will establish and pilot a strategic implementation process that prioritizes and focuses resources to achieve compliance with locally-established water quality rules. Two specific geographic areas with a history of water quality problems have been selected as “test runs.” East of the Cascades, Mill Creek in Wasco County has been chosen. On the west side, Clackamas County’s North Fork Deep Creek will also be a test run. In both locations, ODA’s compliance authority will supplement the work of the SWCDs, who will provide landowner outreach and technical assistance.

One of the areas of ODA’s program in need of improvement is monitoring. We believe that all the efforts over the years to achieve water quality goals have resulted in better conditions. However, documentation of those changes is lacking. Under the new strategic implementation process, a pre-assessment of the watershed will take place followed by vigorous outreach to landowners in an attempt to address the highest priority concerns. Post-assessments will also be conducted to document changes in streamside conditions with the hope that pollution from agricultural activities is prevented and controlled. Landowners will be provided with the necessary tools to improve shade, stabilize streambanks, and control erosion to achieve compliance. Whether providing technical assistance or financial incentive, our aim is to strategically make a difference and then be able to show it. We expect success from these two test runs. In time, additional strategic implementation areas will be identified.

These efforts are not to suggest that the Agricultural Water Quality Management Program needed drastic change. It is more a case of the program maturing and the need to provide meaningful and measurable outcomes. We believe strategic implementation will get us there, the Board of Agriculture believes it, and so do the partnering soil and water conservation groups who have agreed to step up and play a larger role.

There is one aspect to our program that will not change. ODA still promotes voluntary cooperation among landowners to address water quality and landscape issues. ODA will pursue regulatory action when necessary, but we recognize that a lot of good things have happened voluntarily, especially when partners like our SWCDs and other natural resource entities are willing and able to help landowners.

By focusing our resources and efforts strategically, we can better show program effectiveness. The foundation of our program is collaboration, sort of a clean water partnership within agriculture. Every farmer, rancher, and agricultural landowner is part of a team that I expect will be victorious in demonstrating water quality improvement.

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**From:** Henning, Alan  
**Sent:** Monday, August 19, 2013 11:21 AM  
**To:** Waye, Don; Carlin, Jayne; Wu, Jennifer; [allison.castellan@noaa.gov](mailto:allison.castellan@noaa.gov)  
**Cc:** Flahive, Katie  
**Subject:** RE: Agenda for this morning's call on OR CZARA - Ag?

Here it is. Sorry it is so late.

Alan

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**From:** Waye, Don

**Sent:** Monday, August 19, 2013 7:42 AM

**To:** Carlin, Jayne; Henning, Alan

**Cc:** Flahive, Katie

**Subject:** Agenda for this morning's call on OR CZARA - Ag?

Good morning, Jayne.

Did you already send out an agenda for this morning's call on Ag that I somehow missed? If so, would you mind sending it to me again?

Don